

Grant Writing Workshop

Agenda

- Introductions
 - North Jersey Affiliate Staff
 - Grants Committee
 - Jacqueline Dix, MD
 - Cathy Harvey
 - Kathleen Hickey, MD
 - Pat Resnick
 - Grants Manager
 - Diane C. Borman
 - Director of Community Outreach
 - Tina Jacobs
- Workshop Goals
- Grant Writing

Vision

A World Without Breast Cancer

Promise

The Susan G. Komen for the Cure® promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Workshop Goals

- Familiarize Applicants With the Vision, Mission, and Strategies of Susan G. Komen for the Cure®
- Help Applicants Develop a Successful Application
- Encourage Networking with Other Breast Health Professionals

Funding Priorities

Priority 1:

Increase the Capacity of Breast Cancer Resources for Those Uninsured, Underinsured and Underserved, Both Through Building Capacity and By Making Information About Resources More Accessible

Goal: To Support Local Community Partners and Resources To Help Build Capacity of Programs and Services Which Address the Screening and Treatment Needs of the Uninsured and Underserved.

Example: Programs That Provide Screenings, Diagnostic Mammograms and Access to Appointments and Treatment.

Programs That Provide Financial Assistance, Emergency Funds, Patient Navigation, Childcare, Wigs And Protheses, As Well As Resource Guides.

Funding Priorities

Priority II:

Increase the Education of Women Regarding the Importance of Mammography and Breast Self-awareness.

Goal: Partner With Community-based Outreach/Health Organizations to Effectively Promote Awareness of Breast Health.

Example: Education and Outreach Programs that Educate Women About Breast Self-awareness Together With Getting Regular Mammograms.

New for the 2012 Grant Cycle

- No Cap on Amount Requested
- Target Communities
- Target Population
- Scoring to Address Priorities
- Definitions
- Site Visit Requirement
- Progress and Final Report Deadlines
- Attendance at the Race for the Cure® - May 6, 2012
- Attendance at Networking Events Sponsored by the Affiliate

Scoring for Addressing Community Profile Priority

Priority Services Identified

Priority I: Over 50% of Program Addresses Screening or Treatment: +4

Priority II: Over 50% of Program Addresses Education, e.g., Breast Health, Breast Self-awareness, Importance of Screening: +2

Scoring for Addressing Target Population and Counties

Target Population

50% of the Program Addresses the African American Population: +2

Target Counties

75% of the Program is in the Target Counties, i.e., Essex, Sussex, Passaic, Hudson: +2 points

Education, Screening and Treatment

- Education – All Programs That Address Breast Self Awareness, Breast Health and the Importance of Mammograms
- Screening – All Programs That Address Actual Receipt of Services That May Lead to a Diagnosis, e.g., Mammogram, MRI
- Treatment – All Programs that Address Activities Subsequent to Diagnosis

Reminders from the 2011 Grant Cycle

- Application Form Must Be Used
- “Snapshot” for Grant Recipients Directory
- Abstract - Summary of Grant (1200 Characters or Less approximately 200 words)
- Statement of Need, Purpose of Grant and Evaluation Limited to 12,500 Characters
- Grant Handbook Now Generic – Appendices Address Specifics, e.g., Due Dates, Community Profile Priorities
- Fringe Benefits Line Item Eliminated
- Success Story with Progress Report

Important Dates

- Grant Writing Workshop.....October 3, 2011
- Application Deadline.....5 PM, November 18, 2011
- Award Notification..... Mid March 2012
- Race for the Cure®May 6, 2012
- Progress Report DueOctober 15, 2012
- Final Report DueApril 30, 2013
- Grant CycleApril 1, 2012 – March 31, 2013

Eligibility

- Non-profit Organization
- Program is Specific to Breast Health Education, Breast Cancer Screening and/or Treatment Assistance
- All Past and Current Komen-funded Grants Are Up to Date and in Compliance with Komen Requirements
- Located In, or Providing Services In, Our Service Area:
 - Bergen, Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union and Warren Counties

Submission Process

- Submit One (1) Original and Ten (10) Hard Copies Plus One (1) Electronic Version
- Required Information
 - Summary Information (Abstract)
 - Program Description
 - Budget
 - Budget Justification
 - Supporting Documentation

DO NOT SUBMIT MORE THAN WHAT IS REQUESTED

Grant Writing Process

North Jersey Affiliate



Planning the Proposal

- Read Everything!
 - Grant Handbook
 - Community Grant Announcement
 - Community Grant Application
 - Community Profile Report 2011 - Executive Summary
- Consider the Funding Priorities Carefully
- Discuss Ideas with Decision-makers in Your Organization
- Have Someone in Your Organization Proofread Your Application, a Simple Spelling Error Can Hurt Your Application
- Explore Opportunities for Collaboration
 - Within Your Organization
 - With Organizations in Your Community
 - With Current Grantees

Program Description

- Background
- Measurable Goals and Objectives
- Evidence-based Strategies/Promising Practices
- Evaluation Plan
- Organizational Capacity
- Sustainability

Proposal Abstract

- First Impressions Are Important
- Brief Statement of Your “Case” and a Summary of Your Proposal.
 - Who, What, Where, When, Why, and How
- Be Specific and Concise!
- Do Not Exceed 1200 Characters (About 200 Words)

Statement of Need

- Purpose of the Program
- Description of Key Activities
- Summary of Evaluation Methods
- Realistic Timeline
- Comparable Programs
- Participating Organizations
- Likely Impact of the Program
- Measurement of Success
- Long Term and Other Funding

Writing Objectives

- Specific
- Tangible
- Concrete
- Measurable
- Achievable within the Grant Cycle
- Define Success
- Form Basis for Evaluation

Budget

- Salaries Only for Staff Working on the Program
- Reasonable Meeting Costs
- Supplies
- Travel
- Other Direct Program Expenses

Funds May Not Be Used For The Following Purposes:

- Program Director's Salary
- Fringe Benefits
- Equipment Purchases
- Media Projects (Film, Radio, Web Sites, Public Service Announcements, Advertising, etc.)

Budget & Expenses

- Be Realistic! Ask for What You Need
- Justify Expenses
- Do Your Costs Follow with Narrative Program Description?

Supporting Documentation

- Budget Justification
- Job Descriptions
- Curriculum Vitae
- Proof of 501(c)(3)
- EIN If Different Than 501(c)(3)
- W9
- Certificate of Insurance

BE CLEAR, CONCISE, AND COMPLETE

Ongoing Requirements

- Six Month Progress Report
 - Due October 15, 2012
 - One Original and One Electronic Copy
 - A Success Story
- Final Report
 - Due April 30, 2013
 - One Original and One Electronic Copy
- Acknowledgement of Komen Grant
- Use of Komen Name and Logo
- Proposed Changes to the Program, Budget and Personnel
 - Made in Writing and Submitted for Approval – Prior to Change
- Advise of New Hires

Site Visits

- Each Grantee Must Host a Site Visit
 - Education Grantee: Provide date and time when a member of the Grant Committee/Board and Affiliate Staff can come and hear your presentation
 - Screening/Treatment Grantee: Affiliate Staff Will Arrange a Convenient Time For a Tour and Explanation of Your Program
- This is an Opportunity For You to Shine!
- Those Attending the Site Visit Will Be Able to Speak About the Wonderful Programs You Provide in Our Service Area
- Provide Copies of Any Materials Used
- Provide Copies of Any Materials Used
- Demonstrate How Recipient is Aware of Services Rendered Were Funded By the Affiliate

Helpful Hints

- Read the Community Grant Application and Grant Handbook Carefully ~ Follow ALL Directions
- Be Innovative, Realistic, and Specific
- Write Clearly, Use Active Rather than Passive Voice
- Avoid Jargon and Acronyms (If You Use Jargon or Acronyms Please Describe It When First Used)
- Allow Plenty of Time
- Follow Format and Observe Page Limits

Deadline: 5pm, Friday, November 18, 2011

Key Questions to Ask

- **Priority Addressed**

- **Impact:**

- Will the Program have a substantial positive impact on increasing the percentage of people who enter, stay in, or progress through the continuum of care? Will the Program have a substantial impact on the priority selected? How closely does the Program align with the funding priorities stated in the Community Profile Report? Does the Program have a sufficient and documented plan to evaluate its impact?

- **Feasibility:**

- How likely is it that the objectives and activities will be achieved within the scope of the funded Program? Is the Program well planned? Is the budget appropriate and realistic? Does the budget justification explain in detail the reasoning and need for the costs associated with the Program?

- **Capacity:**

- Does the organization, Project Director and his/her team have the expertise to effectively implement all aspects of the Program? Is the organization respected and valued by the target population? Is it culturally competent?

- **Collaboration:**

- Does the Program enhance collaboration among organizations with similar or complementary goals? Are the roles of the partners appropriate and relevant?

- **Sustainability**

- Is the Program likely to be sustained? Are partnerships likely to be sustained past Program period? Is the impact likely to be long-term?

Need Help?

Please contact:

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Grants Manager

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Visit our website: www.komentnorthjersey.org

North Jersey Affiliate



**Deadline: 5PM ~ Friday,
November 18, 2011**



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